MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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FINAL EXAMINATION

TRIMESTER 2, 2016 / 2017

BHE3024 – BASIC HUMAN RESOURCE CONSULTING

(All sections / Groups)

3rd MARCH 2017
9.00am – 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR (4)** pages with **TWO (2)** sections only.

2. Section A: **ONE (1)** Case Study. Attempt **ALL** questions.
   Section B: **FOUR (4)** Structural Questions. Attempt **THREE (3)**.

3. Please write all your answers in the answer booklet provided.

SECTION A: CASE STUDY (40 marks)

Samsung Galaxy Note 7 Issues

SEOUL: Samsung Electronics Co Ltd's investigation into what caused some Galaxy Note 7s to catch fire has concluded that the battery was the main reason, a person familiar with the matter told Reuters on Monday. The world's biggest smartphone maker will likely announce the results of the investigation on January 23rd, a day before it announces detailed fourth-quarter earnings results, said the person who was not authorized to speak publicly on the matter and declined to be identified.

The firm will also announce new measures it is taking to avoid a repeat of the product safety failures in its future devices, the person said. A Samsung spokesman declined to comment. After the one of the biggest product safety failures in tech history, the company is keen to reassure that its devices are safe ahead of the launch of flagship Galaxy S8 smartphones expected sometime in the first half of this year.

Investors and analysts say it is critical for Samsung to provide a detailed, convincing explanation on what went wrong with the Note 7 phones and how it will prevent such problems from recurring. The source told Reuters that Samsung was able to replicate the fires during its investigation and that the cause for the fires could not be explained by hardware design or software-related matters.

Samsung was forced to scrap the Note 7 smartphones in October 2016 after failing to fix the problems following an initial recall, dealing a 6.1 trillion won ($5.2 billion) blow to its operating profit over three quarters.

Source:
http://www.thestar.com.my/business/businessnews/2017/01/16/samsung-elec-probe-finds-battery-was-main-cause-of-note-7-fires/

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QUESTIONS

(a) After the incident of exploding batteries, how does Samsung Electronics react in gaining consumer's trust in purchasing their products?

(10 marks)

(b) Looking on the issue, discuss strategies that you would implement as a consultant in proposing solutions whereby it is faster, bigger, better and cheaper.

(20 marks)

(c) Discuss **FIVE (5)** external factors that affect Samsung Electronics that requires your consulting services.

(10 marks)

(Total: 40 marks)

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SECTION B: STRUCTURED QUESTIONS (60 marks)
Attempt THREE (3) questions only.

QUESTION 1

In a global business environment, CEO's face various challenges such as customer searching for the best price; raw material costs' profit margins; consumer's demand and many more.

Explain **FIVE (5)** major forces that impact all organizations that are beneficial for consulting organizations to concentrate.

(20 marks)

QUESTION 2

One of the critical tasks of winning business and successful consulting is to get the expectations right. The ability to manage expectations is part of a consultant's core competency and involves both external and internal people on an engagement.

(a) Discuss **THREE (3)** important expectations that need to be managed by consultants.

(15 marks)

(b) Why consultants consider active listening is important in gaining trust from their clients?

(5 marks)
(Total: 20marks)

QUESTION 3

The first way to attract consultants to your project is by using direct approach. The more value the consultants can see from working with you, the more likely it is that he or she will join the consulting team. If the consultant is that good, it will be worth the effort.

Discuss **FIVE (5)** strategies that you can implement in making your project attractive in persuading other consultants to join.

(20 marks)

Continued...

QUESTION 4

Project leaders may have to work that much harder to build a team. At the same time, consultants need to understand, respect, and trust the value of teamwork. This requires a sensitivity for the human relations issues applicable to projects in all types of consulting—not just organization development consulting—and a willingness to improve.

(a) Give a definition of team.

(5 marks)

(b) Discuss **THREE (3)** important characteristics of a team.

(15 marks)
(Total: 20marks)

End of Paper